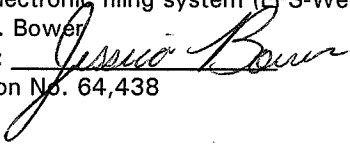


I hereby certify that this Correspondence is being transmitted electronically via the U.S. Patent & Trademark Office's electronic filing system (EFS-Web) to the USPTO on April 4, 2011.

Jessica G. Bower

Signature: 

Registration No. 64,438

PATENT

DOCKET NO.: 1367-9

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : SMITH ET AL.
SERIAL NO. : 10/089,126
FILED : AUGUST 5, 2002
TITLE : INTERACTIVE SYSTEM AND METHOD FOR VIEWING
ONLINE ADVERTISING
EXAMINER : DANIEL M. SORKOWITZ
ART UNIT NO. : 3622

AMENDMENT IN REPLY TO NON-FINAL OFFICE ACTION

Commissioner for Patents
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the non-Final Office Action dated March 2, 2010, please amend
the above-identified application as follows:

Amendments to the Claims are reflected on page 3 of this paper.

Remarks/Arguments begin on page 13 of this paper.